



Creative Chengdu
创意成都

2014

读城 编著
成都传媒集团 成都时代出版社

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金色侵入虔诚的暖坡
夜晚年轻
翅膀羽黑平台和屋顶
随着白日悄悄轻轻远走的城市
你是我们的
像天上水中闪亮的星星

*The twilight looks tired,
the warm slope is wearing a golden clothes.
The night comes,
as the dark wings covering the platform and the roof.
The city is slipping away quietly with the day.
You belong to us,
just like the stars reflected by the water.*

阿根廷作家博尔赫斯把这首饱含深情的城市颂诗献给深爱的故乡布宜诺斯艾利斯，布宜诺斯艾利斯之于他，就像瓦尔登湖之于梭罗、茵纳斯弗利岛之于叶芝、桃花源之于陶潜，诗人们寄托了自己对诗意生活的理想向往。博尔赫斯把对城市故乡的眷恋化

Jorge Luis Borges, an Argentine writer, dedicated this passionate city ode to his beloved hometown-Buenos Aires. As Thoreau to Walden; Yeats to Yin, Foley Island; Qian Tao to the Peach Garden, the writer placed the ideal yearning of city life into poets. Borges put homesickness into soft poem, outlining the city's graceful vitality with sincere emotion. In this poetry, the city, full of buildings, is

作轻柔的诗，用诚挚的感情勾勒出城市的曼妙生机。在这里，城市不是作为乡村的对立面被僵硬地披上钢筋水泥的外衣，城市作为现代产业的空间集聚，正被一湾温度适宜的深情拥抱在怀。一座城市真正拥有的财富，除了来自游子对故乡记忆的文化积淀，还有来自居住者引领时代潮流的创意馈赠。如果将城市比作浩瀚夜空，产业比作璀璨星辰，那创意正是让这些星星得以闪耀的光明。星星密布于夜空之中，创意闪烁着产业之光，辉映成梦幻般美好的城市意蕴。

城市以创意而出彩，不只因为创意有着夺人眼球的新鲜感、超越常规的生命力，更在于创意有着辽阔的内涵和灵动的深刻，是城市充满勃勃生机的生命印证。城市创意滋生于城市的文化土壤，勾勒出城市从过去、现在到未来的生生不息。可以说，创意本身

depicted as the opposite of the countryside. However, as a space to gather modern industry, the city is embraced by a warm and affectionate hug. A city's real wealth is not only from the cultural accumulation in a traveler's memory, but also from the residences' creative trend-leading gift. If we imaging the city as the vast night sky and the industry as the star, creativity is the light source that lightens the shining stars. With numerous stars shining in the night sky, and creativity reflecting the light of the industry, a fantastic city landscape is presented in front of us.

Creativity brings brilliance to the city, not only because of its eye-catching freshness and its superb vitality, but also because of its vast connotation and profound impression. It symbolizes a city's life. Coming from its culture, urban creativity outlines the city's past, now and future. Creativity is arguably the most valuable innovation factor of a city's culture, for it constantly promotes a city's initiation, development and maturity of creativity development and sublimation of life. Therefore, it is capable of circumventing such historical catastrophes as industry recession, environmental

就是城市文化基因中最宝贵的创新因子，推动着城市不断经历萌生、发展和成熟的创新跃进和生命升华，而得以规避产业衰退、环境衰败和生态泯灭的历史厄运。

创意是城市内在挣扎、自动修复、自我完善的生态觉醒。自工业革命以来，机器大生产与人口快速增长将一张无序、呆板的密网罩向人类城市，人逐渐异化为机器时代苦闷、压抑的悲剧主角。人类开始寻找与自然契合的良机，开始向往返璞归真的天然生活，开始回归原生的心灵世界，这是人类对机器大生产导致文化缺席与功利盛行的反叛。这种反叛可以变成智者笔尖心头的“乌托邦”，可以变成仁者身体力行的“伊甸园”；这种反叛可以变成隐者遥不可及的梦中仙境，可以变成凡人归于平淡的消极避世。但无论如何，这种反叛不该是历史的退守

deterioration and ecological disasters.

Creativity is the ecological awareness of a city, which consists of inner struggle, self-repair and self-improvement. Since the industrial revolution, the mass production of machine and rapid population growth has been covering the human city like a disorderly and inflexible dense net, gradually alienating us into the tragic protagonists in this machine age. People started to look for opportunities to integrate with the nature, look forward to a simple and natural life, and return to their original state of mind indicating a rebellious action against the current cultural drawback and the prevalence of utilitarianism induced by mass machine production. This rebellion could become wise people's Utopia, benevolent people's Garden of Eden, hermits's unreachable dreamland, the mortal's negative masquerade. But somehow, this rebellious action shouldn't be a historical retreat, nor a simple repeat, but rather be a traditional inheritance and future innovation. The most advantageous weapon of this rebellion is to endow a city with "creativity" to pursue its revival. Like famous economist Wuwei Li said, "Creative city is a mode capable of

和简单的重复，而应该是传统的传承与未来的创新。这种反叛最有力的武器就是赋予城市“创意”的魂魄，追求创意城市的历史新生。正如著名经济学家厉无畏所言，“创意城市是一种推动城市复兴和重生的模式。它强调消费引导经济、以科技创新和文化创意双轮驱动经济发展。在全球性竞争日趋激烈、资源环境的约束日渐增强的形势下，它使地方城市从主要依赖自然客体资源的发展转向着重开发人类主体资源，努力解放文化生产力，重塑城市形象，再获生机，实现持续发展的战略转型。”可见，从“城市、自然、人类”到“城市、产业、人居”，再到“城市、创意、发展”，创意城市的出现是城市发展到一定历史高度的必然选择。

一般认为，人类自觉推进城市化进程与英国工业化历史相联系，开

promoting a city's revival and rebirth. It emphasizes economic development co-driven by the economic, scientific, and technological innovation and cultural creativity. Given the ever growing global competition, and resources and environment constraints, it leads the local city to develop from a mode mainly relying on natural resources to a mode focusing on our main resources, making efforts to liberate the cultural productivity, reshaping the city's image, regaining city vitality, and realizing a sustainable development strategic transformation. "As you can see, from the "city, nature and human" to "city, industry, residence," and then to "city, creativity, development", the emergence of creative cities is the inevitable choice when a city reaches certain historical phase.

It is generally believed that humans' conscious promotion of urbanization was associated with the British industrialization dating back to the late 18th century, before which the urbanization was conducted in the form of natural evolution. From then on, the urbanization has experienced rapid development, becoming the main target and important means. The ever increasing speed, together with the ever expanding

始于18世纪下半叶，在此之前的城市化生长是自然演进的。从那时起，城市化经历了迅猛的发展，成为一个国家社会经济发展的主要目标和重要手段，速度越来越快，规模越来越大，城市问题病也越来越多。从世界城市进程的总体层面来看，城市分为商贸城市、工业城市、商务城市和创意城市四种形态。中国的城市化运动正同时经历着一次城市化和二次城市化转化过程。一次城市化是推动田园乡村向都会城市转型的初次城市化。二次城市化指那些已经完成初级城市化的地区，要进行城中村改造和旧街区的重整，要进行聚集要素的提升和产业结构的升级，要从支撑商贸城市的农业创新和工业创新与支撑工业城市的工业创新过渡到支撑商务城市的信息创新和支撑文化城市的创意创新。许多城市在二次城市化进程中，选择了商务城市化的发展道路。于是，旧建

scale, brings more and more urban diseases. Judging from the overall city process worldwide, cities can be put into 4 categories: commercial and trade city, industrial city, business city and creative city. China's urbanization movement is experiencing a transformation process of both primary urbanization and secondary urbanization. The primary urbanization is to change rural village into urban city; while the secondary urbanization refers to the process to reform the village inside the city having competed the primary urbanization process to gather the promoting elements and the upgrading industrial structure, in order to complete the transition form agricultural innovation and industrial innovation which supports commercial and trade city, to information innovation which supports business city and creative innovation which supports creative city. During the secondary urbanization process, many cities chose the business urbanization path. Thus, the demolition of old buildings, the relocation of the indigenous people, the construction of CBD and financial streets, squares and broad roads have caused a sorrowful scene that every city in China looks pretty much

筑的拆迁,原住民的搬迁,商务区、金融街的营建,大广场、宽马路的铺设,酿成了大多数城市“千城一面”的悲哀。当前,中国许多城市处在二次城市化阶段,到底是往商务城市转型,还是向创意城市拓展,这是许多城市决策者必须面对的战略方向选择。

现在,文化创意产业成为创意城市关注的现实和打造的重点。文化创意产业赋予城市以新的生命力和竞争力,纾缓城市发展的难题与困境。创意城市文化创意产业发展的温床,通过文化遗产的保护、文化资源的开掘和文化资本的利用,通过创意人士的吸引和创意阶层的集聚,推动文化创意产业的发展和勃兴;创意城市是承载创意经济的空间载体,通过发达的文化创意产业,以文化创意、符号价值、象征管理、故事驱动的新模式推进更为广泛的经济连接。放眼全球,

the same. At present, many cities of China are in the phase of secondary urbanization, and are at a crossroad, where they are faced with two choices—business city, or creative city? This choice regarding which strategic direction to take is the problem that many urban policymakers must face today.

Nowdays cultural creative industry has become a key point to build a creative city. The creative industry endows a city with new vitality and competitiveness, and relieves the problems and dilemma of city development. Creative city is the hotbed for the development of cultural creative industry. Through cultural heritage protection, cultural resources exploitation and cultural capital use, by attracting creative talents and gathering creative professionals, we can promote cultural creative industry development and help to realize its prosperity. Creative city is the space carrier of creative economy, with the help of a developed cultural creative industry, by means of new modes, such as cultural creativity; symbolic value; symbol management; story-driven mode to push forward a more widespread economy link. Across the world, those top international

那些名列前茅的国际城市无不具有发达的文化创意产业，并通过文化创意产业支持了其他产业的创新，发展成为新经济的创意城市，比如美国的奥克兰、西班牙的毕尔巴鄂和德国的鲁尔区，在迪士尼的主题乐园、古根海姆的现代艺术和工业遗产的艺术创新的创新推动下，城市再一次焕发生机，开拓创新蓝海。更为重要的是，由于文化创意产业的发展，人们原创能力大大提高，创新观念加速更新，创意能量四处涌动，城市丰富多彩的生活和千姿百态的行业都实践着无限可能的创意行为。

创意城市的形成需要高新技术的运用、创意人才的汇聚、包容环境的营造、产业模式的设计，以及文化资源的开发等构成文化产业钻石要素模型的多种创意要素的立体驱动。根据台湾亚太文化创意产业协会的研究，

cities all boast developed cultural creative industry. Meanwhile, the development of their cultural creative industry also supports the innovation of other industries, which in turn help those cities to develop into creative cities with the new economy. as Among them are Oakland in USA; Bilbao in Spain and the Ruhr area in Germany. Under the promotion of theme parks in Disneyland, modern art of the Guggenheim and industrial heritage innovation, the cities have acquired a brand-new look. More importantly, With the development of cultural and creative industry, people's original creative ability is greatly improved, and the innovation and acceleration of creative concept have been updated. Under such circumstances, creative atmosphere pervades the society and creative activities, with their infinite possibilities, are being practiced both in the colorful city life and all walks of lives.

The formation of creative city requires the use of high-tech, creative talents, environmental tolerance building, industrial model design and cultural resources development, which are the essential factors to drive a variety of creative models. According to the research of Taiwan Cultural

一个创意城市必须得到文化硬实力和文化软实力的两力支持。其中，文化硬实力包括城市基础实力、财政实力、文创实力和产出实力；文化软实力包括文化支持度、文化内涵度、文化创造力、文化发展力、文化融合度和文化影响力。创意城市依凭自身所拥有的资源禀赋，结合城市的发展趋势，融合创新，综合配置，系统整合，构建独具特色的城市发展的创意图谱。

事实上，创意城市没有空间上的地理范围，没有人口上的规模标准，没有经济上的单一指标，只有时间上的历史沉淀，只有当下百姓的身心体验，只有综合性的价值评估。每一座城市都有自己独特的文化底蕴与发展历史，表现在物质上的城市样貌，也显露在行为上的生活形态，更浸透于精神上的价值观念。这些都是创意的原动力，也是产业的加值力，更是城市的复

Creative Industry Association, in support of creative city, both hard strength and soft strength of cultural forces must be obtained. The hard strength includes city foundation, financial power, cultural creative power, culture development and output; and the soft strength includes cultural support, cultural connotation and creativity, cultural fusion, and cultural influence. Relying on its own resources, and combining the development trend, creative cities realize integrated innovation, comprehensive configuration and system integration, to draw creative maps with their unique characteristics.

In fact, creative city does not have geographic range in space, population criteria, nor single economic indicator. It is only measured by time, present physical and psychological experience, and the comprehensive value evaluation. Each city has its own unique culture and history, which is reflected in its physical appearance, and is soaked in its life style. More importantly, it is particularly showcased by its city values. These are the original power of creative industry, and are also the added value and revitalizing force. Economic indicators and the growth of wealth can no longer be treated as the